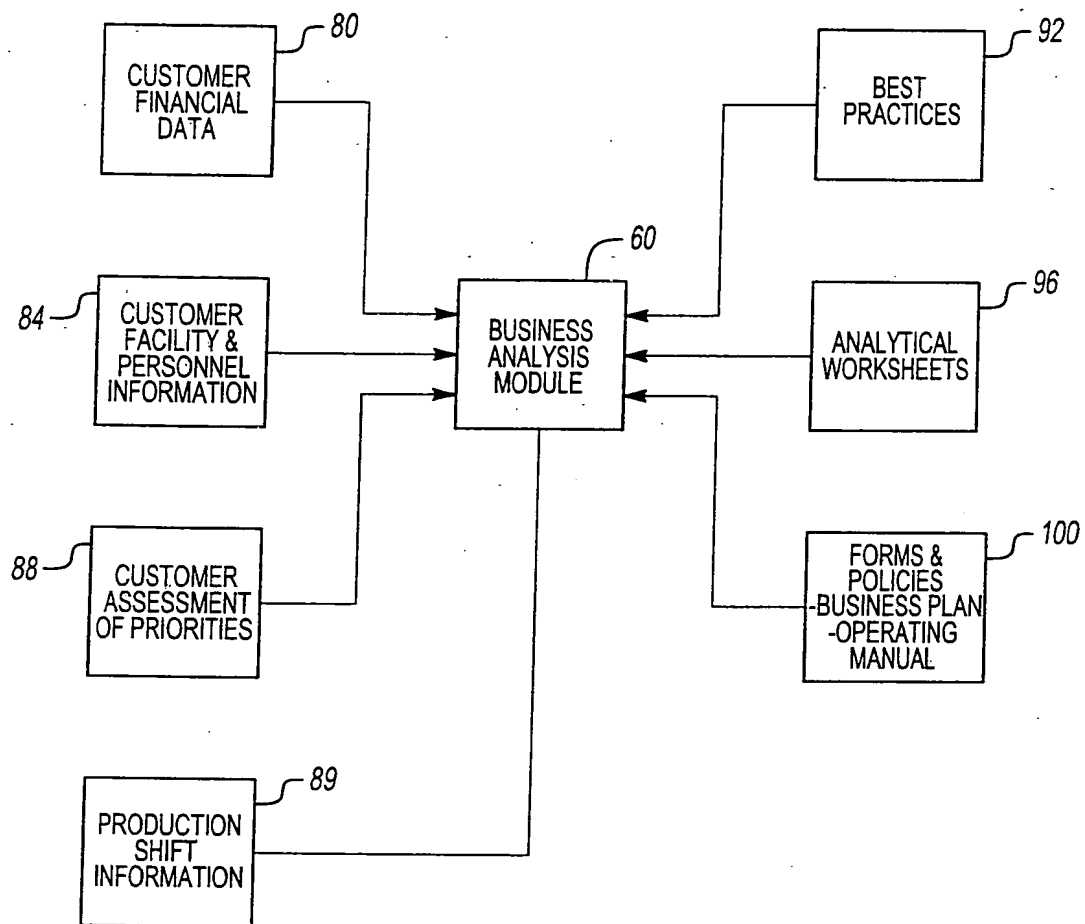


Fig-1

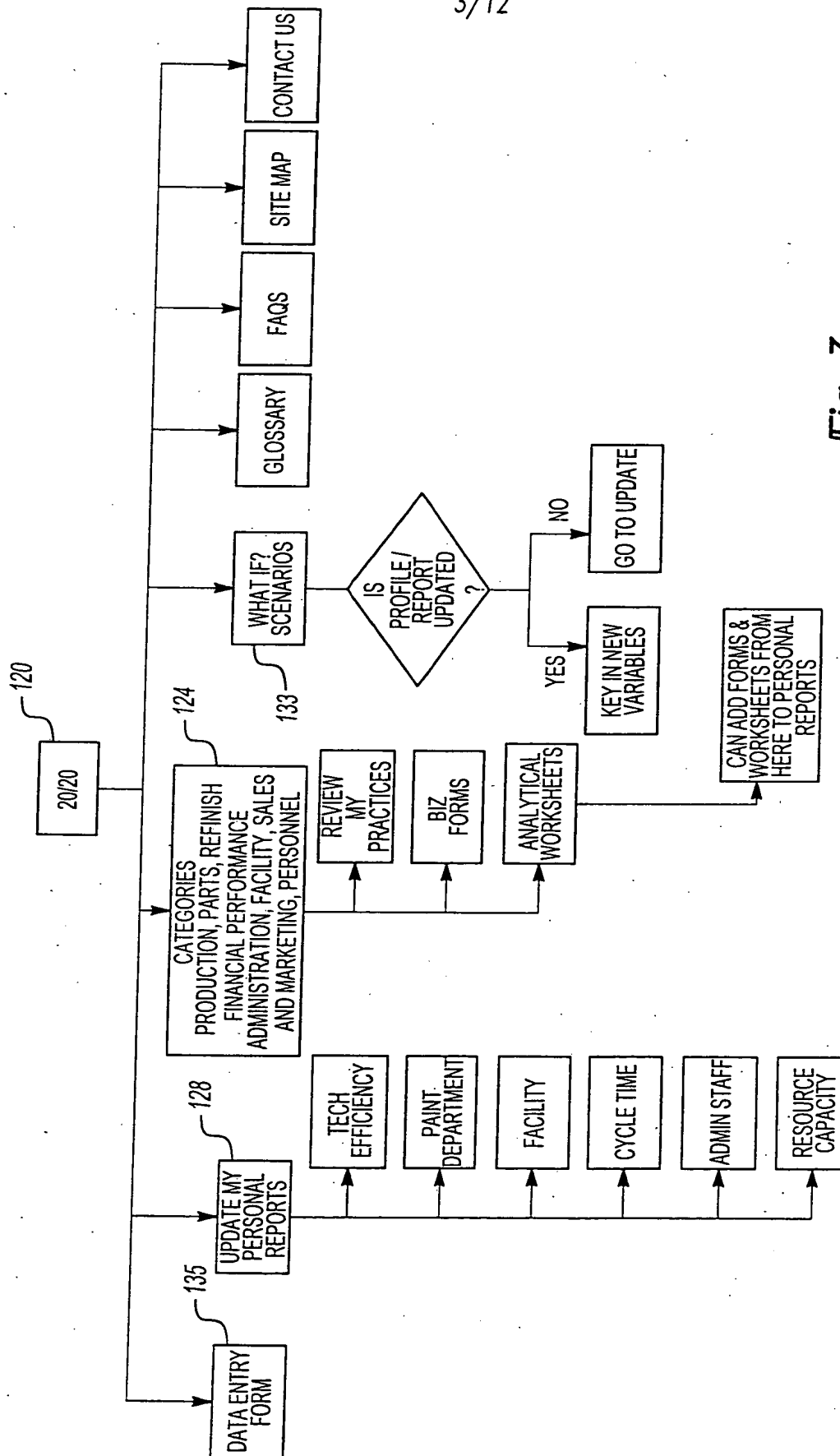


2/12

Fig-2

3/12

## SITE ARCHITECTURE

Fig-3

4/12

## 2020 RECAP: PERFORMANCE - PRIORITIES - PROJECTIONS

BASF VISION PLUS

## PERFORMANCE

SELECTED KEY PERFORMANCE INDICATORS	YOUR SHOP	IND GUIDES	TOP 25%	
1 TOTAL SALES \$ (ANNUALIZED)	\$1,340,000	N/A	N/A	
2 TOTAL GROSS PROFIT PERCENT	38.5%	40.0%	43.5%	OPPORTUNITY
3 PRODUCTION PROFICIENCY	115%	135%	150%	OPPORTUNITY
4 PRODUCTION STAFFING DENSITY (MAIN SHIFT)	2.3 = 1	2.0 = 1	1.7 = 1	
5 MONTHLY SALES / ADMINISTRATIVE EMP	\$23,500	\$35,000	\$35,000	OPPORTUNITY
6 MONTHLY SALES / ESTIMATOR	\$111,500	\$140,000	\$160,000	
7 PAINT COST / PAINT HR BILLED	\$6.50	\$7.00	\$6.00	
8 MONTHLY GALLONS WASTE / PAINT TECH	5	5	2	
9 OVERALL CUSTOMER SATISFACTION INDEX	91.3%	90%	95.5%	
10 GROSS PROFIT \$ PER TECH CLOCK HOUR	\$27.40	\$35.00	\$45.00	OPPORTUNITY

## PRIORITIES

BUSINESS AREAS & PRIORITIES IN EACH	PRIORITY	STRENGTH	
1 FINANCIAL MEASURES			TAB 1
2 FINANCIAL PERFORMANCE			TAB 2
3 SALES & MARKETING			TAB 3
4 CUSTOMER SATISFACTION INDEX			TAB 4
5 INSURANCE RELATIONS INC. CYCLE TIME			TAB 5
6 ADMINISTRATION - GENERAL			TAB 6
7 ADMINISTRATION - PARTS			TAB 7
8 PRODUCTION - GENERAL			TAB 8
9 PRODUCTION - REFINISH			TAB 9
10 FACILITY - CAPACITY, EQUIPMENT, LAYOUT			TAB 10
11 PERSONNEL INC. PAY PLANS & INCENTIVES			TAB 11

## PROJECTIONS

PERFORMANCE FACTORS	SALES	GROSS PROFIT	GP\$ IMPROVED
1 CURRENT PERFORMANCE (ANNUALIZED)	\$1,340,000	\$516,000	N/A
2 WITH 10% IMPROVEMENT IN PRODUCTION PROFICIENCY	\$1,470,000	\$540,000	\$24,000
3 PERFORMANCE WITH ONE ADDITIONAL TECHNICIAN	\$1,500,000	\$550,000	\$34,000
4 WITH 10% IMPROVEMENT IN PARTS: LABOR RATIO	\$1,400,000	\$530,000	\$14,000
5 WITH 2% IMPROVEMENT IN LABOR GROSS PROFIT	\$1,340,000	\$521,000	\$5,000
6 WITH 2% IMPROVEMENT IN PARTS GROSS PROFIT	\$1,340,000	\$520,000	\$4,000
7 WITH 2% IMPROVEMENT IN MATERIALS GROSS PROFIT	\$1,340,000	\$518,000	\$2,000
8 WITH CUMULATIVE IMPACT OF ALL IMPROVEMENTS	\$1,600,000	\$640,000	\$124,000

## PRODUCTION WORK FORCE SHIFT PROFILE

MAIN SHIFT ONLY	MAIN SHIFT PLUS OT OR SAT	MAIN SHIFT & 2ND SHIFT	MAIN SHIFT, 2ND SHIFT & SAT

Fig-4



6/12

SALES & MARKETING: SELLING AND SOURCES OF BUSINESS  
 NOTE: THIS IS THE SALES & MARKETING "SUB-PAGE", THE 1ST OF 11 SUB-PAGES

	N/A	WEAK	AVG	STRONG
1 CUSTOMER 1ST IMPRESSION OF YOUR FACILITY 350 — <a href="#">CHECKLIST AND ACTION PLANNER</a> <a href="#">LINK TO DETAIL BELOW</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 CUSTOMER 1ST IMPRESSION OF EMPLOYEES <a href="#">CHECKLIST AND ACTION PLANNER</a> <a href="#">LINK TO DETAIL BELOW</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 2ND IMPRESSIONS <a href="#">CHECKLIST AND ACTION PLANNER</a> <a href="#">LINK TO DETAIL BELOW</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 SALES CLOSE % ON ESTIMATES WRITTEN <a href="#">CHECKLIST AND ACTION PLANNER</a> <a href="#">LINK TO DETAIL BELOW</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 MAXIMIZING REPEAT & CUSTOMER REFERRALS <a href="#">CHECKLIST AND ACTION PLANNER</a> <a href="#">LINK TO DETAIL BELOW</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 MAXIMIZING INSURANCE DRP BUSINESS <a href="#">CYCLE TIME PERFORMANCE (CTP)</a> <a href="#">LINK TO UNIQUE BASF CYCLE TIME MEASUREMENT TOOLS</a> <a href="#">CHECKLIST AND ACTION PLANNER</a> <a href="#">LINK TO DETAIL BELOW</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 MAXIMIZING EMPLOYEE REFERRALS <a href="#">CHECKLIST AND ACTION PLANNER</a> <a href="#">LINK TO DETAIL BELOW</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 MAXIMIZING DEALERSHIP & FLEET REFERRALS <a href="#">CHECKLIST AND ACTION PLANNER</a> <a href="#">LINK TO DETAIL BELOW</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 MAXIMIZING "EXPOSURE" OF LOCATION <a href="#">CHECKLIST AND ACTION PLANNER</a> <a href="#">LINK TO DETAIL BELOW</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 ADVERTISING & MARKETING PROMOTION <a href="#">CHECKLIST AND ACTION PLANNER</a> <a href="#">LINK TO DETAIL BELOW</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 YELLOW PAGES & DIRECTORIES <a href="#">CHECKLIST AND ACTION PLANNER</a> <a href="#">LINK TO DETAIL BELOW</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Fig-6



7/12

## SALES &amp; MARKETING: SELLING AND SOURCES OF BUSINESS

NOTE: THIS IS A PORTION OF THE DETAIL OF THE SALES &amp; MARKETING "SUB-PAGE", THE 1ST OF 11 SUB-PAGES

	N/A	WEAK	AVG	STRONG	ADD TO 90-DAY PLAN	ADD TO ONE-YEAR PLAN
1 CUSTOMER 1ST IMPRESSION OF YOUR FACILITY						
OVERALL IMPRESSION FROM STREET						
SIGNAGE						
GENERAL APPEARANCE OF BUILDING						
CLEAR WIDE ENTRANCE						
APPEARANCE OF PARKING AREA						
PARKING PLACES AVAILABLE						
PARKING PLACES WELL MARKED						
ESTIMATING AREA MARKED						
APPEARANCE OF RECEPTION AREA						
CLEAN						
COMFORTABLE						
2 CUSTOMER 1ST IMPRESSION OF EMPLOYEES						
TELEPHONE ANSWERING & HANDLING						
PROMPT						
STRONG & COURTEOUS GREETING						
CONSISTENT GREETING BY ALL						
BACK-UP ANSWERING RESPONSIBILITY						
CUSTOMER SERVICE REPRESENTATIVES						
CONSISTENTLY COURTEOUS						
CONSISTENTLY PROFESSIONAL						
CONSISTENTLY CUSTOMER FOCUSED						
IMPRESSION OF SALES REPRESENTATIVES						
CONSISTENTLY COURTEOUS						
CONSISTENTLY PROFESSIONAL						
CONSISTENTLY CUSTOMER FOCUSED						
3 2ND IMPRESSIONS						
RECEPTION AREA: INFO ON DISPLAY						
STEPS IN THE REPAIR PROCESS						
REFINISH WARRANTY						
EMPLOYEE TRAINING CERTIFICATIONS						
PHOTOS / TESTIMONIALS						
PRODUCTION AREA						
NEAT & CLEAN 100% OF TIME						
EMPLOYEES IN UNIFORMS						

Fig-7



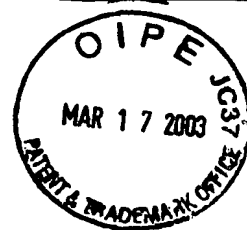
8/12

SALES & MARKETING: SELLING AND SOURCES OF BUSINESS  
 NOTE: THIS IS THE SAME PORTION OF THE DETAIL OF THE SALES & MARKETING "SUB-PAGE", COMPLETED

		N/A	WEAK	AVG	STRONG	ADD TO 90-DAY PLAN	ADD TO ONE-YEAR PLAN
1 CUSTOMER 1ST IMPRESSION OF YOUR FACILITY		384 FROM 1. ABOVE					
380	OVERALL IMPRESSION FROM STREET						
	SIGNAGE						
	GENERAL APPEARANCE OF BUILDING						
	CLEAR WIDE ENTRANCE						
	APPEARANCE OF PARKING AREA						
	PARKING PLACES AVAILABLE						
	PARKING PLACES WELL MARKED						
	ESTIMATING AREA MARKED						
APPEARANCE OF RECEPTION AREA							
CLEAN							
COMFORTABLE							
2 CUSTOMER 1ST IMPRESSION OF EMPLOYEES		FROM 2. ABOVE					
TELEPHONE ANSWERING & HANDLING							
PROMPT							
STRONG & COURTEOUS GREETING							
CONSISTENT GREETING BY ALL							
BACK-UP ANSWERING RESPONSIBILITY							
CUSTOMER SERVICE REPRESENTATIVES							
CONSISTENTLY COURTEOUS							
CONSISTENTLY PROFESSIONAL							
CONSISTENTLY CUSTOMER FOCUSED							
IMPRESSION OF SALES REPRESENTATIVES							
CONSISTENTLY COURTEOUS							
CONSISTENTLY PROFESSIONAL							
CONSISTENTLY CUSTOMER FOCUSED							
3 2ND IMPRESSIONS		FROM 3. ABOVE					
RECEPTION AREA: INFO ON DISPLAY							
STEPS IN THE REPAIR PROCESS							
REFINISH WARRANTY							
EMPLOYEE TRAINING CERTIFICATIONS							
PHOTOS / TESTIMONIALS							
PRODUCTION AREA							
NEAT & CLEAN 100% OF TIME							
EMPLOYEES IN UNIFORMS							

Fig-8





9/12

SALES & MARKETING: SELLING AND SOURCES OF BUSINESS  
 NOTE: THIS IS THE SAME SALES & MARKETING "SUB-PAGE, AS IT MIGHT APPEAR COMPLETED

	N/A	WEAK	AVERAGE	STRONG
1 CUSTOMER 1ST IMPRESSION OF YOUR FACILITY [CHECKLIST AND ACTION PLANNER] LINK TO DETAIL BELOW	<input type="text"/>	<input type="text"/>		384
2 CUSTOMER 1ST IMPRESSION OF EMPLOYEES [CHECKLIST AND ACTION PLANNER] LINK TO DETAIL BELOW	<input type="text"/>	<input type="text"/>		
3 2ND IMPRESSIONS [CHECKLIST AND ACTION PLANNER] LINK TO DETAIL BELOW	<input type="text"/>	<input type="text"/>		
4 SALES CLOSE % ON ESTIMATES WRITTEN [CHECKLIST AND ACTION PLANNER] LINK TO DETAIL BELOW	<input type="text"/>	<input type="text"/>		
5 MAXIMIZING REPEAT & CUSTOMER REFERRALS [CHECKLIST AND ACTION PLANNER] LINK TO DETAIL BELOW	<input type="text"/>	<input type="text"/>		
6 MAXIMIZING INSURANCE DRP BUSINESS [CYCLE TIME PERFORMANCE (CTP)] LINK TO UNIQUE BASF CYCLE TIME MEASUREMENT TOOLS [CHECKLIST AND ACTION PLANNER] LINK TO DETAIL BELOW	<input type="text"/>	<input type="text"/>		
7 MAXIMIZING EMPLOYEE REFERRALS [CHECKLIST AND ACTION PLANNER] LINK TO DETAIL BELOW	<input type="text"/>	<input type="text"/>		
8 MAXIMIZING DEALERSHIP & FLEET REFERRALS [CHECKLIST AND ACTION PLANNER] LINK TO DETAIL BELOW	<input type="text"/>	<input type="text"/>		
9 MAXIMIZING "EXPOSURE" OF LOCATION [CHECKLIST AND ACTION PLANNER] LINK TO DETAIL BELOW	<input type="text"/>	<input type="text"/>		
10 ADVERTISING & MARKETING PROMOTION [CHECKLIST AND ACTION PLANNER] LINK TO DETAIL BELOW	<input type="text"/>	<input type="text"/>		
11 YELLOW PAGES & DIRECTORIES [CHECKLIST AND ACTION PLANNER] LINK TO DETAIL BELOW	<input type="text"/>	<input type="text"/>		

Fig-9



10/12

GLASURIT LEADERS GROUP - MEMBER DATA ENTRY FORM

NAME OF BUSINESS  
STREET ADDRESS  
CITY, STATE, ZIP

PART OF MULTIPLE SHOP OWNERSHIP GROUP? YES ☐ NO ☐  
NAME OF GROUP

CONTACT  
TITLE  
PHONE  
FAX  
E-MAIL

DATA COVERS HOW MANY MONTHS?  
FINAL MONTH OF DATA  
TODAY'S DATE (MO / YR)

MANAGEMENT SYSTEM(S)

DEALER ☐ OR INDEPENDENT ☐  
IF DEALER, PLEASE LIST PRIMARY FRANCHISE(S)

ESTIMATING SYSTEM(S)

PRIORITIES

	OPPORTUNITIES / WEAKNESSES		VS.	MANAGEMENT STRENGTHS	
	WEAK		AVERAGE		STRONG
FINANCIAL MEASURES					
FINANCIAL PERFORMANCE					
SALES & MARKETING					
CUSTOMER SATISFACTION					
INSURANCE REL & CTP*					
ADMIN - GENERAL					
ADMIN - PARTS					
PRODUCTION - GENERAL					
PRODUCTION - REFINISH					
FACILITY-EQUIP-LAYOUT					
PERSONNEL-PAY PLANS					

FACILITY, EMPLOYEES & SHIFT PROFILE

84	NO. OF METAL STALLS INC. FRAME		NO. ADMIN EMP INC ESTIMATORS		84
	NUMBER OF METAL TECHS		MEMO: NO. ESTIMATORS		
	NO. REFINISH STALLS INC. BOOTH		SALES CLOSE RATE %		88
	NUMBER OF PAINT BOOTHS		NUMBER OF RO'S FOR THE TIME PERIOD		
	NUMBER OF REFINISH TECHS				88
	NO. DETAILING STALLS		OVERALL CUST. SAT. INDEX (CSI)		
	NO. OF DETAILING TECHS		PRODUCTION DEPT SQUARE FEET		84
	NO. MECHANICAL / OTHER STALLS				
	NO. MECHANICAL / OTHER TECHS				
	TOTAL # OF WORK SPACES				
	TOTAL # OF TECHNICIANS				

NUMBER OF TECHNICIANS BY SHIFT / BY DAY	MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY	
	# OF TECHS	AVE HOURS	# OF TECHS	AVE HOURS	# OF TECHS	AVE HOURS	# OF TECHS	AVE HOURS	# OF TECHS	AVE HOURS	# OF TECHS	AVE HOURS
DAY SHIFT												
OVERTIME												
AFTERNOON SHIFT												

Fig-10A



11/12

**GLASURIT LEADERS GROUP - MEMBER DATA ENTRY FORM**  
**SALES, GROSS PROFIT, HOURS SOLD & HOURS WORKED**

METAL LABOR SALES \$
METAL LABOR GROSS PROFIT \$
REFINISH LABOR SALES \$
REFINISH LABOR GROSS PROFIT \$
FRAME LABOR SALES \$
FRAME LABOR GROSS PROFIT \$
WARRANTY LABOR SALES \$
WARRANTY LABOR GROSS PROFIT \$
INTERNAL LABOR SALES \$
INTERNAL LABOR GROSS PROFIT \$
MECHANICAL & OTHER SALES \$
MECHANICAL & OTHER GP \$
TOTAL LABOR SALES \$
TOTAL LABOR GROSS PROFIT \$

PARTS SALES \$
PARTS GROSS PROFIT \$
REFINISH MATERIALS SALES \$
REFINISH MATERIALS GROSS PROFIT \$
SUBLET SALES \$
SUBLET COST OF SALES \$
TOTAL SALES \$
TOTAL GROSS PROFIT \$

FIXED OVERHEAD - BUILDING \$
FIXED OVERHEAD - ADMIN STAFF \$
VARIABLE OVERHEAD \$
TOTAL OVERHEAD \$
NET PROFIT \$

METAL LABOR HOURS SOLD
METAL LABOR CLOCK HOURS
REFINISH LABOR HOURS SOLD
REFINISH LABOR CLOCK HOURS
FRAME LABOR HOURS SOLD
FRAME LABOR CLOCK HOURS
WARRANTY LABOR HOURS SOLD
WARRANTY LABOR CLOCK HOURS
INTERNAL LABOR HOURS SOLD
INTERNAL LABOR CLOCK HOURS
MECHANICAL & OTHER HRS SOLD
MECHANICAL & OTHER CLOCK HRS
TOTAL LABOR HRS SOLD
TOTAL LABOR CLOCK HOURS

PARTS ONLY COST OF SALES
MONTHLY GALLONS OF WASTE
COST TO REMOVE

DOOR LABOR RATE \$ / HR
MECHANICAL RATE \$ / HR
MATL ALLOWANCE / REFINISH HOUR

MEMO- SELECTED VARIABLE OVERHEAD VALUES

MEDIA ADVERTISING
YELLOW PAGES / DIRECTORIES
OTHER PROMOTIONS
POLICY ADJUSTMENTS
TRAINING - ADMIN STAFF
TRAINING - TECHNICIANS

Fig-10B

12/12

TECHNICIAN PRODUCTION EFFICIENCY	STALLS PER TECHNICIAN MAIN SHIFT ONLY
186	1.0
184	1.2
173	1.4
165	1.5
160	1.6
159	1.6
153	1.7
152	1.8
149	1.8
144	1.8
140	1.8
139	1.9
138	1.9
135	1.9
134	1.9
131	1.9
YOU ARE HERE → 130	1.9
129	2.0
129	2.0
128	2.0
124	2.0
122	2.0
120	2.1
120	2.2
119	2.2
118	2.1
117	2.3
116	2.3
114	2.3
113	2.4
113	2.4
112	2.4
111	2.4
110	YOU ARE HERE → 2.6
110	2.7
109	2.8
106	2.9
105	2.9
103	2.9
102	3.0
100	3.0
99	3.0
98	3.0
98	3.1
95	3.2
93	3.2
92	3.2
90	3.5
88	3.5
87	4.0

Fig-11